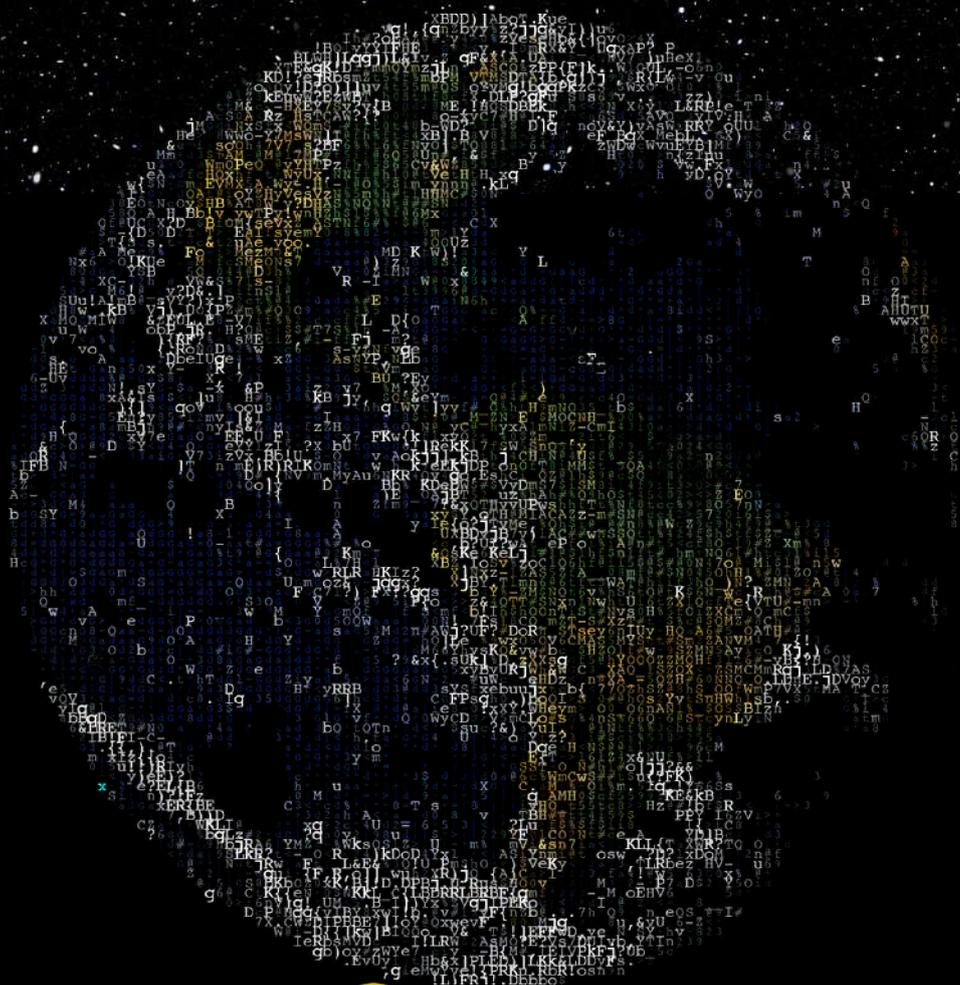




FITR WORLD

FUTURE OF FITNESS



MYFITAPE

HEALTH & FITNESS MARKETPLACE

LITEPAPER V1.0

TABLE OF CONTENTS	PAGE
Executive Summary	P1-2
One-Pager	P3
The Opportunity	P4
What is MYFITAPE?	P5
Why FITR World & Our Vision	P6
Value Proposition	P7
Marketplace Introduction	P8
Booking Introduction	P9
Growthonomics	P10
Tokenomics	P11
Roadmap	P12-14
The Team	P15
References	P16



Executive Summary

Health and fitness is projected to grow by 21.8 Billion in 2021 (statistica) and growing in alignment with technological advances. Additionally, the fitness segment penetration will be at 11.9% in 2021 and yet growing. Whilst the online/virtual fitness market is expected to reach \$59.23 Billion by 2027 (AllianceResearch). Companies that invest in the Blockchain will redeem a stake in 10% of the world's GDP which will be stored on the Blockchain by 2027 (Cisco and WEF).

The current market domination has been currently dominated by 2 players who have equated their growth to purely funding and time, with a focus on booking alone. Trying to compete with these corporate giants would be a lost cause entirely. The smart approach is to play an entirely different game. Based on these simple observations, we have identified an enormous opportunity for the Crypto business to revolutionize this, so MYFITAPE was initiated in 2018 with this vision to disrupt the health and fitness space. Our vision is mapped carefully in alignment with projections and positioning of the next 5 years ('The Perez Surge Cycle').

Since then, we have grown the idea and concept to life. By reverse engineering and building a unique platform first, with a 5-year roadmap, with technological capabilities to be positioned for the future not just the next 12 months. To ensure our concept was viable, we ran a pilot to validate proof of concept prior to inviting investors. This included signing a first fitness booking Insurance deal by Protect Group, a liquidity finance company provider to allow customers to book and pay later, strategic partnering with Emirates Group and Mednet Group, and a successful campaign of deploying our MVP to the market and being a top 3 company in the UAE with our soft launch.

MYFITAPE is a decentralized revolutionary health and fitness marketplace. Empowering the platform is the default cryptocurrency, FITR token, where people can book, buy, contribute and earn tokens for active participation in the community. It will be the first digital token for fitness that will serve low transaction fees and payouts in cryptocurrency. Our approach to scaling is empowering people to lead healthier lives by rewarding action through our concept called 'Growthenomics'.

'Growthenomics' is our unique hyper-accelerated community growth Tokenomics that deflates the value of the token through rewarding community efforts for their participation in the project's growth: marketing, participating in fitness bookings, bringing valued interactions to the community within the eco-system. Each time they participate in the eco-activities, FITR tokens transactions are rewarded, which in turn will deflate the limited token supply whilst also providing 5% static reflation to the community holders and driving the price up organically. Additionally, exclusive use with the FITR token provides customers a universal discount on the marketplace services which will further increase the total supply.



EXECUTIVE SUMMARY

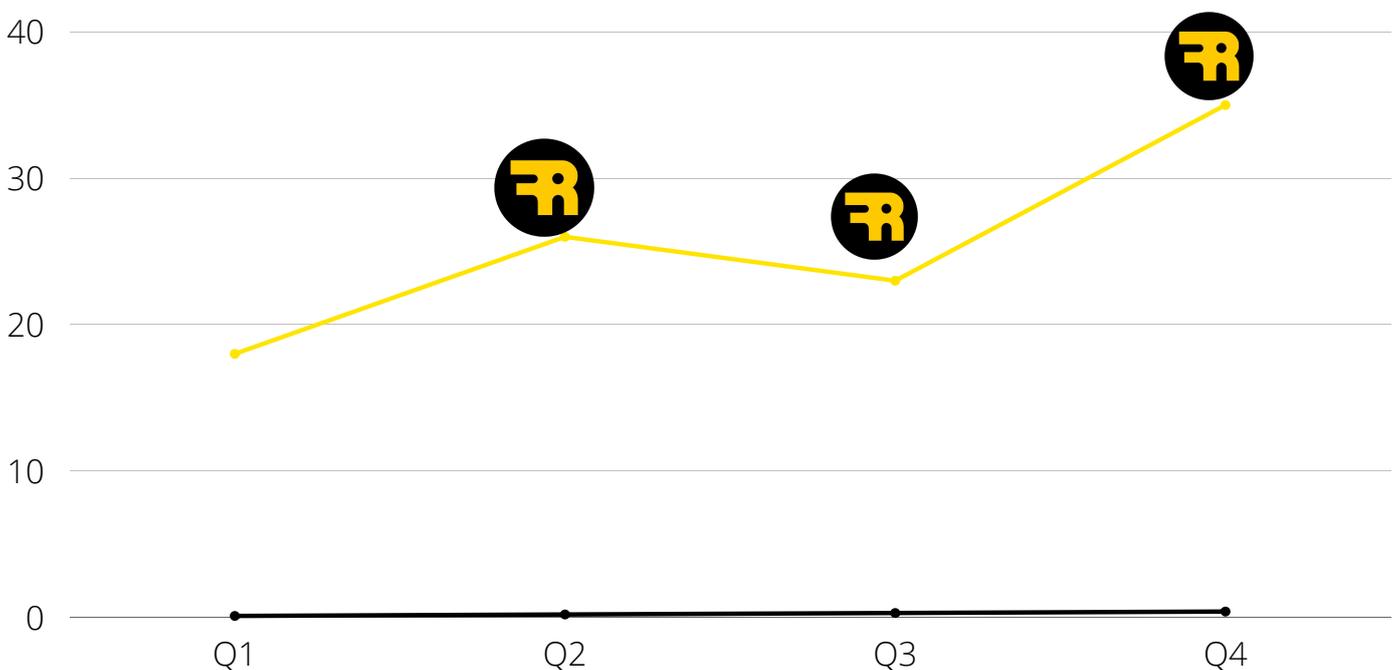
Whilst other crypto companies make the mistake of not having a solid working growth model. FITR token, on the contrary, is built with a focus on creating stability, viral (organic) growth by involving and rewarding the community which in turn impacts the world positively through health and fitness.

MYFITAPE's Business Model will be split into the following areas:

- Unique Commission structure model for every booking made
- Home services: Skin routine, massages, and therapy
- Products (fitness equipment, sporting apparel, and retail)
- QCommerce - Delivery & Subscription - (Meal Plans, F&B, Organic Products)
- Online Courses - Professional Courses, Yoga, Spiritual & Holistic Healing
- Beauty - Spas, Salons and Healing Treatments
- Lifestyle Wellbeing - Hotels, Partner Network Discounts and Access Cards
- Travel Wellbeing: Getaways, Yoga Retreats (Booking.com Partnership)
- Affiliate Marketing to share bookings and products

The buy-back program will consist of buying back tokens with the 20% profits from our operations every quarter. This will ensure supporting long-term price stability and value growth combined with 'Growthonomics'.

Illustration - 20% Buy Back Quarterly





ONE-PAGER

Fitness Industry



\$59.23 BLN +

Enormous growth potential in a Billion Industry

Wellness



\$1.1 TRN +

Projected to reach 6.7% growth by 2023

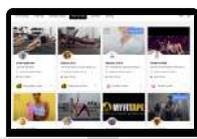
Tokenomics



Growthenomics

Revolutionary community adoption and growth strategy

V1 Marketplace



Foundation

Revolutionary marketplace developed.

Booking Cover



Insurance

All bookings covered with insurance.

IOS & Android App



App

360 platform, accessible with any smart device.

Est since 2018



Growth

Successfully bootstrapped our growth since 2018

Strong Team



Experience

Professional teams with Strong Tech and Blockchain exp

5 Year Roadmap



Scalable Defit project with global projection



THE OPPORTUNITY

At the heart of an ever-changing world, health, fitness, and wellbeing are at the forefront of peoples lifestyles for both online and offline fitness adopters, as well as increased demands by emerging and developing markets where the increase in disposable income and a newfound desire to access improved standards of living cannot be fulfilled. Yet, the markets are growing at a rapid pace.

The fitness industry for Gyms alone is worth \$96.7 Billion in 2020 and growing. The global health industry was worth \$8.45 trillion in 2018 and could reach over \$10 trillion by 2022. 28% of China's population uses connected health devices, the highest in the world.

More than ever have people become health-conscious during the pandemic and as gyms open back up, the home-workouts and fitness services phenomenon is here to stay. Apple, Peloton, and Zwift have an aim to move into this space between 2021-2030 whilst at the 'installation phase'.

2000 - 2010 - Commerce (Amazon, eBay, Etsy, and Shopify)

2011 - 202 media goes digital (Netflix, Spotify, Hulu and Amazon Prime)

2021 - 2030 Health, Fitness and Wellbeing digital phase (Apple, Peloton, MYFITAPE, Zwift)

We have seen the rise of Mindbody, a Software as a service (SAAS) California-based company that was founded in 2001, rapidly evolve into a global player that offers business management software for the wellness industry including companies like ClassPass who leverage their API. The company has served 58,000 health and wellness businesses with 35 Million Customers in 130 countries with 1,350 employees. With an unprecedented growth rate, and having been acquired for \$1.9 Billion in 2018 by a private equity firm.

Most of this industry is dominated in the online market space by a select few companies. Their user-friendly sites, combined with the use of paid search, affiliate, and digital marketing efforts, are what make people book on their platforms. Because of this, their use case makes starts and ends with a one-time transaction.

After 5 years of working extensively deep and gaining insights from CEOs, Board of Directors of some of the best Industry leaders for Health, Fitness, Wellbeing, and Tourism, we have come to the conclusion that Blockchain is the future, and having a marketplace positioned for this will allow us to impact the industry with an unprecedented customer journey, a global strong community and eco-system that rewards everyone.



FITR – the #1 Digital Fitness Cryptocurrency

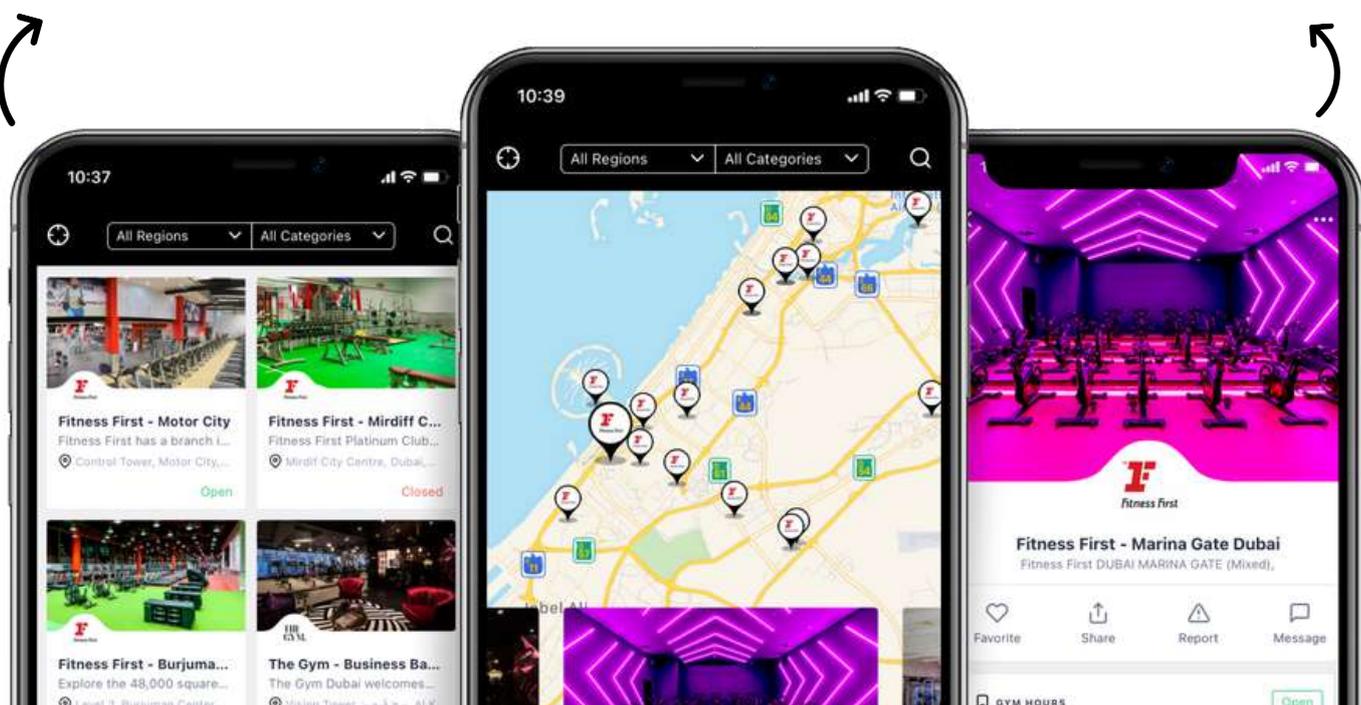
WHAT IS MYFITAPE?

MYFITAPE is a decentralized, revolutionary health, fitness, and wellbeing marketplace with the aim of making access to the world's fitness, and wellbeing 1-click away.

Helping people search, compare, read reviews, and instantly book with the App or Website whilst being covered by insurance. It leverages blockchain to connect the world to professionals, studios, gyms with wellness bookable services and products. Since initiation in 2018, with 3 minimum viable products (MVP), it became a quick and popular adoption in the UAE, especially during the pandemic, offering reliable and safe booking options.

Find your nearest
Gym, Professional or Studio

Chat, book, & Favourite
your favourite products and services



Real-time Geolocation



WHY \$FITR?

FITR is the cryptocurrency built for mass adoption by MYFITAPE as the default currency that compliments our 'Growthonomics' for accelerated growth by our partner networks and customers. Our mobile App is top #10 for fitness in the UAE with downloads from 145 countries since its inception showcases a proven model that can scale.

The FITR token is designed to ensure a secure, reliable, and faster method of payment to alternative fiat currencies to create a true digital ecosystem of the future.

With challenges of traditional fiat transactions such as inflation, multi-currency portfolio management, bank fees as well as fraud. FITR will provide a universal means of transactions from country to country as an accepted means of currency.

Additionally, our unique gamification, ultra-security, pool, and rewards program will provide exclusive benefits for holders of FITR tokens.

OUR VISION

Global Accessibility: create a globally adopted eco-system that serves any fitness product or service to every remote corner on earth.

Make fitness fun: through our embedded gamification within the eco-system, it will create incentives for people to be more active.

Making booking safe: we want to instill trust by giving customers insurance in case the booking doesn't go wrong and support the fitness economy.

Digital Tech of the Future: inventing blockchain technology that supports data analysis to improve the health, fitness and wellbeing of the world.



VALUE PROPOSITION

Technology of the Future

Already a state of the art development hybrid decentralized marketplace with the focus of delivering high-quality user experiences, faster bookings, and an all surface platform that is aimed for always developing for the future.

Monetization, Loyalty & Rewards

Continuously building on a successful booking marketplace to further increase revenue streams in industries whilst rewarding users and holders that utilise the FITR Token in scale.

Business Management Software (B2B)

As well as serving B2C customers, we have a focus on providing an excellent CRM for businesses to accept subscriptions, payments, manage bookings, manage customers, calendar views, and also manage communications with customers directly through the App.

Secure & Faster Booking Platform

Our aim is to combine advanced security, identity management, leveraging Blockchains and API's to authentic users, transactions and communication.

Convenience

Searching and booking your next health, fitness, and wellbeing service is only a couple of clicks away whether on the website or mobile App. The ability to register your business or service and booking are automated with a manual approval system that takes a few clicks.

Lower Transaction Fees

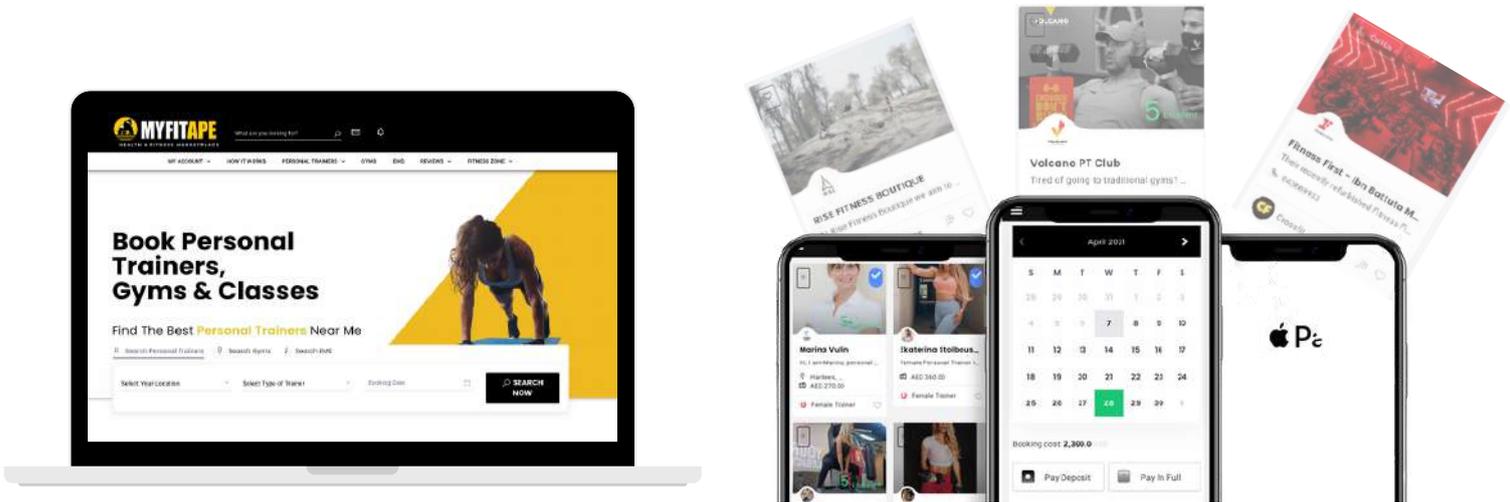
Making transaction in the Blockchain produces lower fees than standard market rates by Merchants which ensures higher return for our business network and customers when booking.

Universale Discount & Bonus

The cryptocurrency that earns you passive income, discounts as the world adopts and uses it more. Making accessibility and affordability less of an issue when it comes to health.



Marketplace Introduction



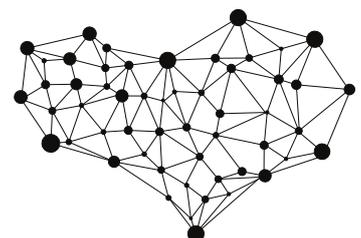
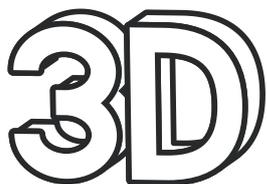
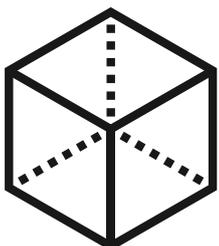
Marketplace (v1)

MYFITAPE is the UAE's first health and fitness marketplace, which initiated in 2018 where people have been booking fitness, with the peace of mind of being covered by insurance. A growing 'go-to' place for fitness combined with communication channels, partners have 10x their booking rate and have a complete integrated Customer Relationship Management (CRM) available.



Marketplace (v2)

Create an experience prior to booking with 3D Modelling of locations. Create a unanimous blockchain platform that seamlessly integrates with the Digital IDs, brandless studios and gyms, and network of data within the blockchain and allow other projects to access the network to accelerate the growth of fitness projects in the Crypto-space, access to the network will introduce a 'gas' fee with FITR tokens.



Booking Introduction



FITR Token

Default Crypto-currency of the marketplace

A deflationary utility token with scarce supply providing unilateral rewards based on transactions, community growth, and helping the world become more active. The token will be a means of value when purchasing services, products, or exchanges between users. The token's Growthonomics incentivizes growth by the community by rewarding them for each individual action



Insurance Coverage

First Health and Fitness Marketplace with Insurance

In Q2 2021, we signed an insurance deal with Protect Group which is underwritten by Tokyo Marine, the leading insurance writer for bookings that would position the MYFITAPE marketplace, to support business growth by covering cancellations.

Cancellations are an inevitable cost, no shows can cost small businesses \$26,000 with \$120,000 annual revenue, which is over 21% of almost a quarter of their revenue that could be retained. Through our insurance-backed bookings, we can help our target industries not only cover their costs but accelerate their growth within our eco-system.



Scalability

5 Continents in 5 Years

Our project roadmap is aimed at expanding to 5 continents over the next 5 years through modeling a scale model that works on automation. Unlike other Crypto projects who focus solely on the development aspect, we prime our vision to create an eco-system that leverages blockchain to create a seamless customer journey and partners to join us where the on-boarding process is frictionless.





Growthonomics

Our tokenomics are merged into our organic community growth, by default as the participating community grows so does the earnings of each wallet holder. Our project is focused on rewarding people in booking with us, leveraging the collective community in bringing value to participate, and in doing so cultivating a powerful reward scheme that pays in FITR Tokens. Each time a payout is commenced, a 5% has reflected all holders and so it creates a viral saga of accelerated adoption of the marketplace and activity which will create a frenzy of coins being transacted which equates to 5% static reflection. Our programs consist of Pools and gamification that unlocks ranks that unlock FITR tokens as well as daily activities or monthly goals. Rather than burning coins, our focus is to help shift the world into better health and fitness, and reward them in the process - we call this Growthonomics.

Earn Tokens & Reflection for:



Booking on the platform



Rank Unlocks with activities



Fitness Completion, Goals and Online workouts



Valuable input into discussions



Referral bonuses for bookings, purchases or on-boarding



Community growth & inviting new users



Learning & Complete Online Courses



Leaderboard Bonuses for Performers

Growthonomics' Programmes

Buyback (delivered in FITR Coins through buybacks) [20% of annual operating profits will be pushed back into buying FITR token [BNB Case Study and INVAO]

Pooling: rank unlocks with FITR bonuses, users have the ability to earn rewards and bonuses for their participation in becoming a better and FITR world

Limit purchasing: only with FITR to increase the overall burn rate and increase the rate of burn rate which will increase the overall rate.



Tokenomics Breakdown

Ticker: \$FITR

Private Sale: 5%

Public Sale: 40%

Private Sale: 50,000,000

Public Sale: 400,000,000

Total Supply initial: 100,000,000

Total Supply Overall: 400,000,000

Max Supply: 1,000,000,000

Softcap: \$750K

Maxcap: \$6.5 Million

Price per FITR: 0.0144444

Q4 2018 - Q4 2019

- Infrastructure Research
- Infrastructure Plan
- Develop Prototype Platform v0.1
- Test Prototype
- Marketing Plan

Q1 2020

- Develop Prototype Platform v0.5
- Plan App Development (IOS & Android)
- Legality
- Soft launch Marketplace (Pilot)
- Marketing Plan Execution

Q2 2020

- Launch IOS App
- MVP (PT, EMS & Gyms)
- On-boarded 100+ businesses
- Strategic Partnership with Emirates Group

Q3 2020

- Launch Android App
- First Insurance Integration Partner Signed
- Finance Company agreement signed
- SweatNowPayLater - Soft Launch

Q4 2020

- Influencer Agency partnership Signed
- Marketplace Adoption

Q1 2021

- Launch Marketplace v1
- Plan expansion for Subscription models
- Plan for Blockchain integration
- Apple Pay, Google Pay & Auto-Vendor Payouts

Q2 2021

- Deployment of contract on testnet
- Website (landing page)
- Litepaper
- Social Channels
- Deployment of Contract on BSC
- Creation of pancake liquidity pair
- LP Token Locked
- Presale Announcement

Q3 2021

- Expand UAE team
- Expand to new bookable wellness products
(Physiotherapy, Yoga, Spa, Alternative Healing)
- Implementation of FTR Tokens
- Audit
- Whitepaper
- Public Sale

Q4 2021

- Advanced Campaign Marketing
- 'Growthnomics' launch within Eco-System
- Exchange Listing
- New strategic partnerships announcements



Roadmap



Q1 2022

- Wearable Integration & Performance Reports
- Accept 60+ Cryptocurrencies customer and vendor payouts in Cryptocurrency (major adoption)
- Plan Lifestyle Product (Project X)
- Europe Rollout (London office)

Q2 2022

- Launch Project X
- On-board strategic partners
- Expand Community
- Revolutionary 3D Tours for Gyms, Studios & Partners
- Launch QCommerce (Delivery, Meal Plans , F&B)

Q3 2022

- Open Asia Market (Singapore Office)
- Brand Ambassador Partnerships
- Expand into Travel P1 (Getaways, Yoga Retreats)
- Travel Bookings and Experiences

Q4 2022

- Project X fully launched in Asia and GCC
- Accelerated Marketed Growth
- Blockchain and Marketplace v2 Development

2023 - New Fitness blockchain network, and North America Rollout, Travel P2 and Product Marketplace Launch

2024 - South America Rollout (TBC) & First Blockchain facilities and software development to on-board fitness world to Blockchain



The Team

Core Executive Team



Founder and CEO.

Adel Salhi

Serial-Entrepreneur. 10+ years of infrastructure, Blockchain and marketing



Chief Operating Officer

Nasrullah Chaudhry

Founder of WeCashAnyCar.com
Dubizzle Acquired and Crypto
Trader



Chief Tech Officer

Zia Afzal

Senior Developer for
Goldman Sachs. Specialist
Blockchain and Investment firm.



Lead UX ,Branding & Creativ

Fazza Mekhid

Renown UX and creative
designer. 10+ years and lead
illustrator.



References

- Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages
- Binance
- CoinMarketCap
- Medium
- Statistica
- ResearchAlliance
- United Nations Papers (un.org) Sustainable Development Agenda 2030
- Wikipedia: Digital Identity
- id2020.org